

The INTEGRATOR,
February 12, 1969,

Survey Shows WNTC No.1

Four students of Clarkson's Industrial Management Department compiled a survey of Potsdam students radio listening habits last December. The results, released at the end of the fall semester, show that WNTC, the top 40 oriented campus station, held more than 80% of the Potsdam listening audience.

The survey, made with the aid of Professor Goodgion of Clarkson College, was designed with the twofold aim of being simple and accurate. Using statistical analysis, a random sample of 340 telephone numbers were selected from the entire Potsdam dormitory population. The question asked was, "What radio station do you listen to most while in Potsdam?"

The results showed that 83.5% of the people questioned preferred WNTC (a twin college station), approximately 6% listened to WTSC (the educational FM outlet of Clarkson College), 3.5% of the sample listened to WRPS (the Potsdam State radio station), and 3.0% tuned in to other stations such as WPDM, WKBW, WPTR, WABC, and WYBG. Four percent of the poll did not listen to radio.

(Ed. Note - WTSC-FM is only on the air for 10 hours each day, compared to 19-24 hours for WNTC. Also, WTSC's programming is more along "special interest" lines than WNTC).